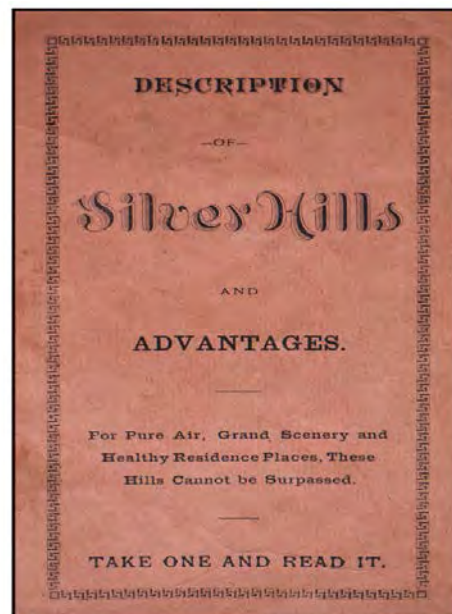


Description of Silver Hills and Advantages *c. 1891*

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Description of Silver Hills and Advantages is a real estate pamphlet published sometime in 1891 about time when the construction of the New Albany Highland Railway electric trolley car line was completed and property became available for sale on Silver Hills. The advertisement was most likely distributed throughout the three falls cites by those selling real estate on Silver Hills. For example, *Phil. Helfrich, Real Estate Agenet, S.E. Cor. Bank & Spring Sts., New Albany.* It is a small, three by five inch bound booklet. There are several sketches depicting scenes on Silver Hills in 1891. Milton Pritchett, Principle of the Design School in New Albany and the architect of Ridgeway Avenue, sketched the scenes. Below is the front cover. The pamphlet is a delightful story about the “advantages” of living on Silver Hills. Only one known copy still exists today at the New Albany-Floyd Count Public Library. With the Library’s support, the pamphlet is reprinted here for your enjoyment.



Silver Hills.

The Silver Hills are rapidly growing into popular favor as eligible and delightful residence places. For a great many years they have been regarded as the natural abode of mankind, where the imagination could expand and the intellect develop; where the mind could feast upon the loveliness of nature as there spread before it; where health, pleasure and comfort could be secured, and where the rush, noise, confusion and dangers of the city are unknown.

This lofty range of Highlands rises almost perpendicularly, from the foot of Main street, in New Albany, to a height of 220 feet, and continue northward, gradually rising in altitude until they reach about 400 feet at Mooresville, four miles north from the Ohio river,

NEW BUILDINGS ON THE HILLS.

Since the completion of the Highland Electric Railroad in May, 1891, there has been many sales negotiated, and the demand for property upon these heights has been quite active. Several handsome residences have been built on the front of the hills, within 250 feet of the city limits, which are now the happy

homes of families who have heretofore lived in the smoky, dusty, crowded city. Quite a number of elegant residences will be erected in the early Spring by persons who have purchased lots on the summit, and by the close of the building season of 1892 there will be, without a doubt, a growing, prosperous community on the SILVER HILLS.

THE SILVER HILLS PLAT.

As herein illustrated in this pamphlet, is the most easily accessible part of the Highland, and has many advantages not enjoyed by other locations on the hills. On this plat the choicest building sites in Southern Indiana are to be found. Any disinterested person who will visit the localities surrounding the three Falls Cities, will agree with what is here stated that the property in this plat CANNOT BE EXCELLED within a radius of twenty miles, if indeed, it can be surpassed anywhere.

The larger part of this plat is situated upon the summit and is from 700 to 1,500 feet wide and about 2,000 feet long. It stands boldly out, overlooking the broad valley of the Ohio and many miles of this beautiful and magnificent stream, with its palatial steamers and the rich, well cultivated fields and farms on either side. The three prosperous and busy cities, with their quarter of a million souls, can be seen to the best advantage from any point of Silver Hills Plat.

THE HIGHLAND ELECTRIC RAILROAD.

The Highland Electric Railroad goes almost entirely around SILVER HILLS PLAT, so that by alighting from the cars at any point between the electric power house on the front and the Highland House on the summit of the hills, a person would be upon this plat. This makes it exceedingly convenient for people living upon this plat, to go to and from the city at pleasure. Car service every forty minutes, and on Sundays every five minutes. In this plat is embraced the beautiful and commanding places of Col. W. W. Tuley, The East View Heights Land Company, Major J. V. Kelso, Philip Helfrich and J. F. Gebhart and R. E. Burk. For further information as to the location of these places refer to Silver Hills Plat portrayed in this pamphlet, or call upon or communicate with Philip Helfrich, corner of Bank and Spring streets, New Albany Ind.

PROTECTION FROM WIND, STORMS AND CYCLONES.

The range west of and north of Silver Hills are from 200 to 300 feet higher than the latter, thus forming a bulwark of safety to Silver Hills from the winds, storms and cyclones from the north and west. Heavy wind-storms have taken roofs off of buildings in Louisville, while at the same time residences on the Silver Hills have been untouched. The much higher hills in the north-west protect the Silver Hills range and the people living upon them.

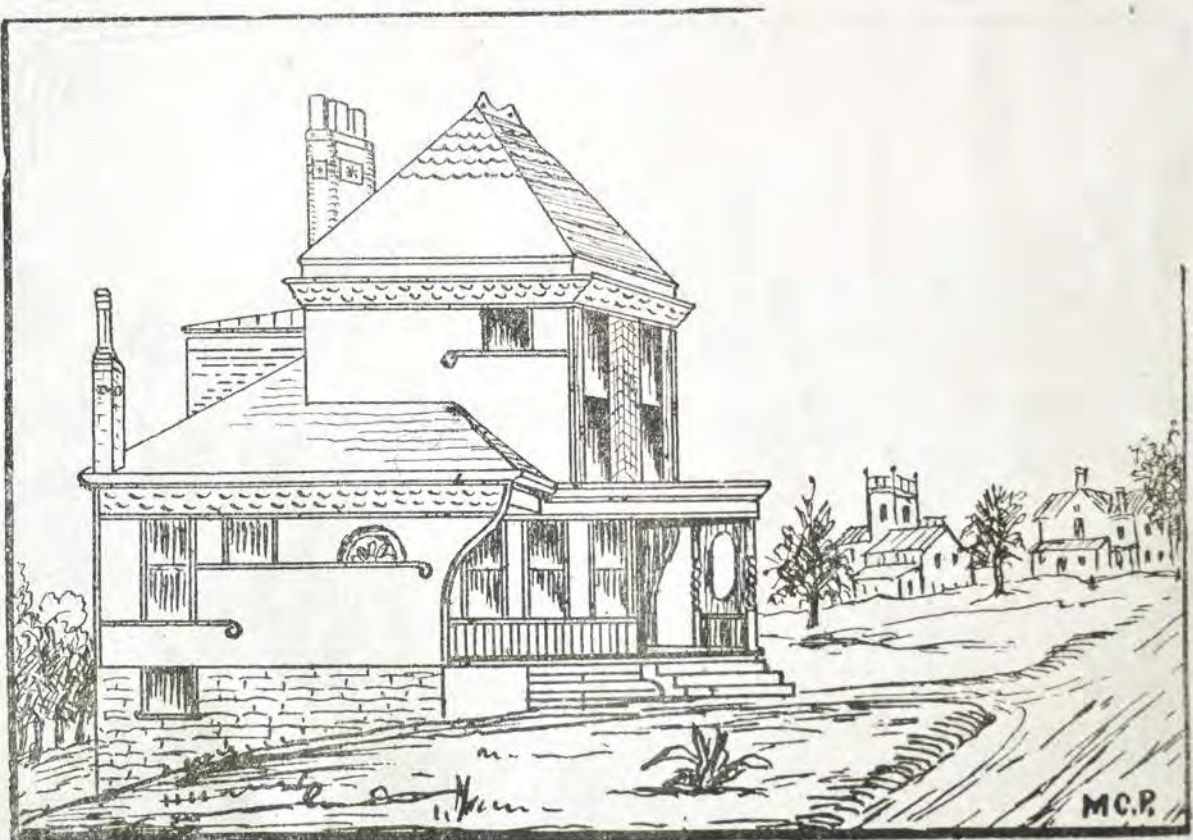
ADVANTAGES TO SILVER HILLS RESIDENTS.

The advantages enjoyed by residents of Silver Hills in the way of health, pleasure and comfort, are manifold, but only a few of them can be enumerated in this connection.

One of the chief reasons why this range of highlands is greatly superior to any other locality is, that it is cooler in summer and milder in winter upon these hills than it is on the low lands surrounding the city. This may seem improbable to one not thoroughly informed upon the subject, but it is nevertheless a fact. The fogs, and frosts which envelop the city and surrounding country east and south of the hill in the fall winter and spring months, cause the atmosphere to be very damp and anything but conducive to health. This dampness makes the low temperatures more keenly felt and more penetrating than the comparatively dry atmosphere on the tops of the hills. One of the best proofs of the truth of this is, that the fruit is often killed in the spring by the frosts in the low lands, while it is unharmed on the Highlands. In the summer the brick walls of buildings, the pavements and macadamized streets, iron and tin roofs, etc., in the city hold the heat and make life almost unbearable. There is a wonderful contrast between that state of affairs and the pleasant breezes, the grateful and friendly shade and the pure atmosphere to be found upon these hills.



VIEW OF CHOICE BUILDING LOTS ON HIGHLAND AVENUE,
SILVER HILLS PLAT.



RESIDENCE OF MILTON C. PRITCHETT,
ARCHITECT AND ENGINEERING DRAUGHTSMAN.

Built in 1891.

In going to and from these hills nothing that is unpleasant, offensive or disagreeable to the sight, hearing or sense of smell is passed, such as glue and bone dust factories, slaughter houses, etc., as is the case in reaching other and less desirable property.

The breezes are almost always from the west or north-west, thus driving the smoke, (which pours out of the chimneys of the manufacturing establishments of the city) toward the east and away from the hills. A wind from the east is a rare thing indeed.

Electric and incandescent lights can be supplied to houses on the Silver Hills (at very low figures) from the electric power house on the front of the hill.

Water is plentiful and readily secured from the immense system of reservoirs, which have a capacity of 30,000,000 gallons of the purest and best quality of water. This water is suitable for all household purposes.

NO CITY TAXES TO PAY.

- There are no city taxes to pay upon these heights; although many of the advantages of the city are at command, and a great many comforts and luxuries enjoyed that are unknown in the city. Residents on these hills are within ten minutes time of the city.

APPRECIATED BEST BY RESIDENTS.

It would be difficult indeed to convince any of the residents of these hills that it was to their

interest,—financially, morally, or physically—to remove to and live in the city. They thus demonstrate their faith in, and appreciation of the Highlands by their acts.

INSURANCE RATES.

INSURANCE RATES ARE NO HIGHER on property on Silver Hills than on that located in the city, as the insurance companies recognize the fact that buildings are not built so closely together there as in the city; and consequently are not so liable to catch fire from burning buildings which might be on adjoining lots. There have been fewer conflagrations on these hills and far less property destroyed (in proportion to the amount invested), than in the city

THE DAYS ARE LONGER,

The evenings are pleasanter, and the early mornings more glorious on this elevation of two hundred feet than in the city. This statement will no doubt be ridiculed as preposterous; but the fact remains. The rising sun first lights up the hills, because they are higher than the stretch of country eastward, and there are no fogs or frosts to obscure as in the city and surrounding low lands. Thus the warmth and light of the sun are enjoyed for sometime before penetrating to the valley level. At eventide the glorious sunsets, on which the poets love to muse, are enjoyed in all their gorgeousness long after the residents of the city have bidden adieu to the departed day. The days

are therefore longer at both ends to the hill residents. 'The days are longer in number also to dwellers "up there;" because it is a healthier place to live. Scientific writers all agree that on high ground is the best place to prolong and enjoy life

An extract from an article by an eminent scientist bearing on this subject and published in the Louisville Courier Journal, is quoted in this connection as follows:

"Figures show that life is shorter in the South than in the North, and in the flat, low lying ground than among the hills and mountains."

The same authority states, as a result of his observation and research, (all of which tends to prove the truth of what has been said in the above), the following:

"It is not quite correct to say that in those places where the fewest number per thousand die the people live the longest, but it is true in most cases and we may, therefore, say, that people live longer in small towns than in large cities, and in the country than in towns. This is not only true in the United States, but all over the world."

It is not only how long a man lives, but how much he lives, that is to be considered. Every boy knows that a week of one part of his life is worth a month of another; and the same can be truthfully said of grown men and women. The pleasantest place and healthiest places are those where life is enjoyed in the

greatest measure; where the surroundings are conducive to freedom; where the largest liberty is enjoyed, and where danger and epidemics are fewest. Such places are to be found upon the Silver Hills.

GREAT FRUIT GROWING DISTRICT.

The fruit growing interests on Silver Hills are greatly enlarged in late years, since the conditions have been found to be most favorable for the raising of all kinds of small fruits, such as strawberries, raspberries, blackberries, currants, grapes, gooseberries, etc. Peaches, apples, apricots, quinces, pears, plums and cherries, are also very prolific, and flourish upon these hills. As mentioned before, the fruit in the city and surrounding country east and south of these hills is often killed by the frosts, while it is unharmed upon the summit of the Silver Hills.

NUISANCE AVOIDED.

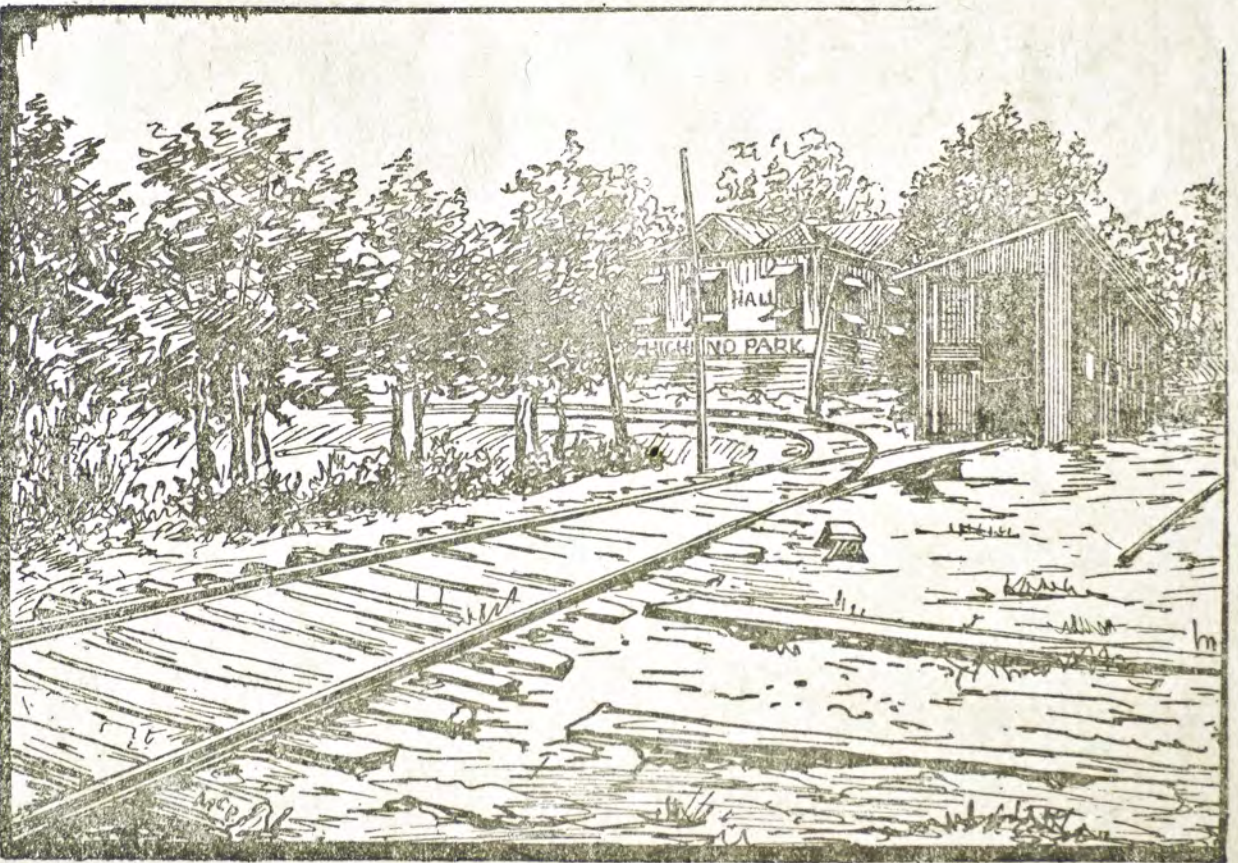
There are no foul gutters, laden with germs of disease and death, no sewers, with their dead carcasses, decayed vegetable matter and poisonous gases, no stock running at large, no rowdies, no tramps, no thieves, no loafers, there is no smoke or soot pouring into the homes of the people living on Silver Hills; no dirty alleys, muddy streets and no dust. There are none of the objectionable features of the city; yet all the comforts and luxuries of the *city and country* are at command.

SUPERIOR TO THE CINCINNATI HILLS.

The heights in the vicinity of Cincinnati are to her citizens the most popular residence places. These elevated locations are eagerly sought, and handsome prices are asked and received for such building sites. Those heights are no more convenient to Cincinnati than Silver Hills are to Louisville; they do not afford views and scenery which in anyway compare to the magnificent panorama spread before the eyes of Silver Hills residents, and for that reason the latter are far superior to the former.

HOW TO REACH SILVER HILLS.

From Louisville take the "Daisy" Line, via. K. & I Bridge, at New Albany transfer to the "Daisy" Street Car Line, by which, connection is made direct with the Highland Electric trains. The run to the summit occupies only about five minutes. The views afforded while ascending or descending the hills by this route are not excelled in the United States. Passengers wishing to obtain the panoramic views and see the choicest building lots in Silver Hills Plat should leave the cars at the Highland Park House, which stands on the summit, (illustrated on the following page); take a stroll out Highland Avenue, the main street in Silver Hills plat. It will well repay anyone to visit these hills, if for no other reason than to get an idea of the extent and magnificence of the scenery.



HIGHLAND PARK HOUSE.

Get off cars at this station for Silver Hills Plat.

THE RIGHT TIME TO BUY.

The right time to invest in Silver Hills property will be any time between the present and one year hence. Property is coming into greater demand every day. Prices are lower now than they will probably ever be again. After the town gets a good start prices will advance, and inside of two years it is believed that the figures will be double what they are at this time. Those who are in quest of eligible and delightful residence place, would best subserve their interest by securing all the territory they desire at the moderate figures that now prevail.

Louisville business men can reach their places of business from Silver Hills as quickly as they can from their home, if they reside in the suburbs of that metropolis south of the falls.

CARRIAGE AND WAGON WAYS AND FOOT-PATHS.

Persons living on the hills, who wish to keep horses and carriages, can reach their homes by a number of convenient routes, which are safe, easy in their grades, and short. The routes generally used and most thoroughly known are as follows: Tuley Avenue (shown in the plat printed herein) which is the shortest, most direct, and easiest grade up the hills. By this route carriages commence the ascent of the hills at about one hundred yards west of the stone bridge on Main street, and during the

entire year a pleasanter, shadier or more beautiful roadway would be difficult to find. Another route is the Cherry street road; but the grade upon this road is much steeper than upon Tuley Avenue, and is not as desirable for that reason. Another route is by way of the Camp Grounds which is easy of grade but not so short as the Tuley Avenue route. Persons walking can go to the top of the hills by any of the above named roads, and also by the Water Works road from the foot of Market street.

WHO LIVE UPON THE HILLS.

Lawyers, editors, real estate agents, preachers, artists, cabinet-makers, printers, carpenters, farmers, manufacturers, merchants, skilled workmen, and laborers are all represented among the people living upon the hills; and the number in each calling enumerated above is increasing every month and year.

AMUSEMENTS.

Upon the summit are gardens, parks, dancing halls, and other places of amusement, which can be secured by private parties, and civic or military organizations at a small cost, and the lessees be assured that they have the exclusive privilege. Scenic Park, however, which is the property of the Highland Railroad Company, is always open to the people living upon or visiting the hill-tops. Camp-meeting is held about three or four weeks each year at the Holiness Camp Grounds.



CHOICE FRONT VIEW BUILDING LOTS IN
SILVER HILLS PLAT.

THE PLACE YOU ARE LOOKING FOR.

In conclusion it can be repeated that these hills are growing rapidly into popular favor, and now is the time to negotiate for property, either by the lot or a number of lots, as the prices fixed upon this real estate is within the reach of everybody. These hill-tops are the very places you are looking for; you can enjoy unlimited freedom, both of mind and person, and be unrestrained in the pleasures and luxuries of life.

Read what Dr. Cyrus Edson has to say in March number of North American Review, we give below a few extracts.

DO WE LIVE TOO FAST?

BY CYRUS EDSON, M. D. CHIEF INSPECTOR OF THE NEW YORK BOARD OF HEALTH.

Which one among us, as he looks abroad at the country he is so proud of; as he reads the history of the short national life; as he marks the deeds of Americans that have made its pages stand out in the records of mankind; as he thinks of the heroes and patriots who have led and governed this people; as he remembers the furnace of civil war in whose glowing depths the manhood — aye, and the womanhood, too, of the nation were tried; as he ponders over the growth, the strength, the intelligence, the wealth, the genius, the power of the United States, — which one among us does not feel an added heart-beat of pride and exultation as he realizes that he is an American?

It is trite to say the power of a nation is but the aggregate of the powers of its individual citizens, yet it is none the less profoundly true.

It is a physical law that the union of diverse stocks will produce the strongest progeny. Under this law we should have the strongest blood on earth, for no nation is composed of so many and so diverse strains. In our government, which is but the will of the people, we have absolutely no restraint on our development. It is for us to will and then to do; there is nothing we need fear, nothing that will be a bar to our advancement. In material wealth we have one of the richest countries in the world; our resources have not yet seen ten per cent of their possible development * * * *

Under such circumstances, physical, social, and moral, we should produce the most effective race the world has ever seen. The question is, and it is a question of the most vital importance to one and all of us who love this land of ours,—are we producing that race?

The distinguishing characteristic of the American of to-day is his practicality. He demands as a result of his labor a tangible reward, and for the most part he seeks it in material prosperity; and the American pursues the Almighty Dollar with an energy, a zeal, a persistence, that is amazing. But he can sacrifice it as a duty or from sentiment. The civil war proved what Americans would do for their country; the pension list speak loudly as to their gratitude; the

vast sums which have been raised for the unfortunate answer for their charity; the billions of money spent for education show their sense of duty. In the main, though, the American strives for wealth as the great reward in life.

But the free competition and the social environment that make it possible have between them driven the pace up to a fearful speed. The American works harder than does any other man or woman on earth. His business is always with him, he has no rest, no cessation, no relief from the strain. Were he to reduce the effort, his competitors would pass him at once.

* * * * *

The specific ailments of American women not only manifest themselves locally, but they intensify these affections of the nervous system, and make more serious the train of nervous symptoms caused by the digestive disorders already described. For this American life of ours is far more wearing on women than on men. They take less exercise; they have as a rule, more nervous organization, they are intensely affected by the strain. Two, or at the most three, children are born, and the mother is a physical wreck a curse to herself and a trial to those around her. She ages soon, far sooner than she should—a chronic invalid, she drags her weary days along. Oh, the pity of it! Yet the physician is powerless, he can but look on and grieve

The children of these nervous parents inherit

their weakness and are even more nervous than their progenitors, but their abilities are more keenly practical and their ambitions are higher. They are precocious and burn with a brighter fire that soon consumes them. Not infrequently, however, when the parents have been utterly "burnt out" before the little ones were born, the offspring are dull and stupid, develop insane or criminal tendencies. The children of remarkably brilliant men are rarely noted for their abilities. That strength and virile power to which the children had the most sacred of claims, they have been robbed of by the rush the struggle of our American life. * * *

The strain of all this, the stimulation of the mind which comes from it, would be something wonderful to us were we not so accustomed to it. * * *

What can we do to retard this development of the brain and nerves at the expense of the body? Obviously it is impossible to change our surroundings, to change our food, to lessen the drive of our modern life, to relieve the strain on the mind, to make the competition less fierce. It is apparent, then, that as we cannot lessen the strain, we must increase the ability to undergo it. We must, as a people, learn to understand this: that while we drive the brain we must build the body. The methods of doing this are so simple that they are apt to be overlooked; they may be summed up in two words,—*EXERCISE AND FRESH AIR.*

Fresh air and exercise are of even greater importance for the girls than for the boys if such a thing be possible. The girls will find their reward for the work when they become young ladies in society, in the bright eyes, clear complexions, stately carriage, graceful walk and perfect health which they will enjoy.

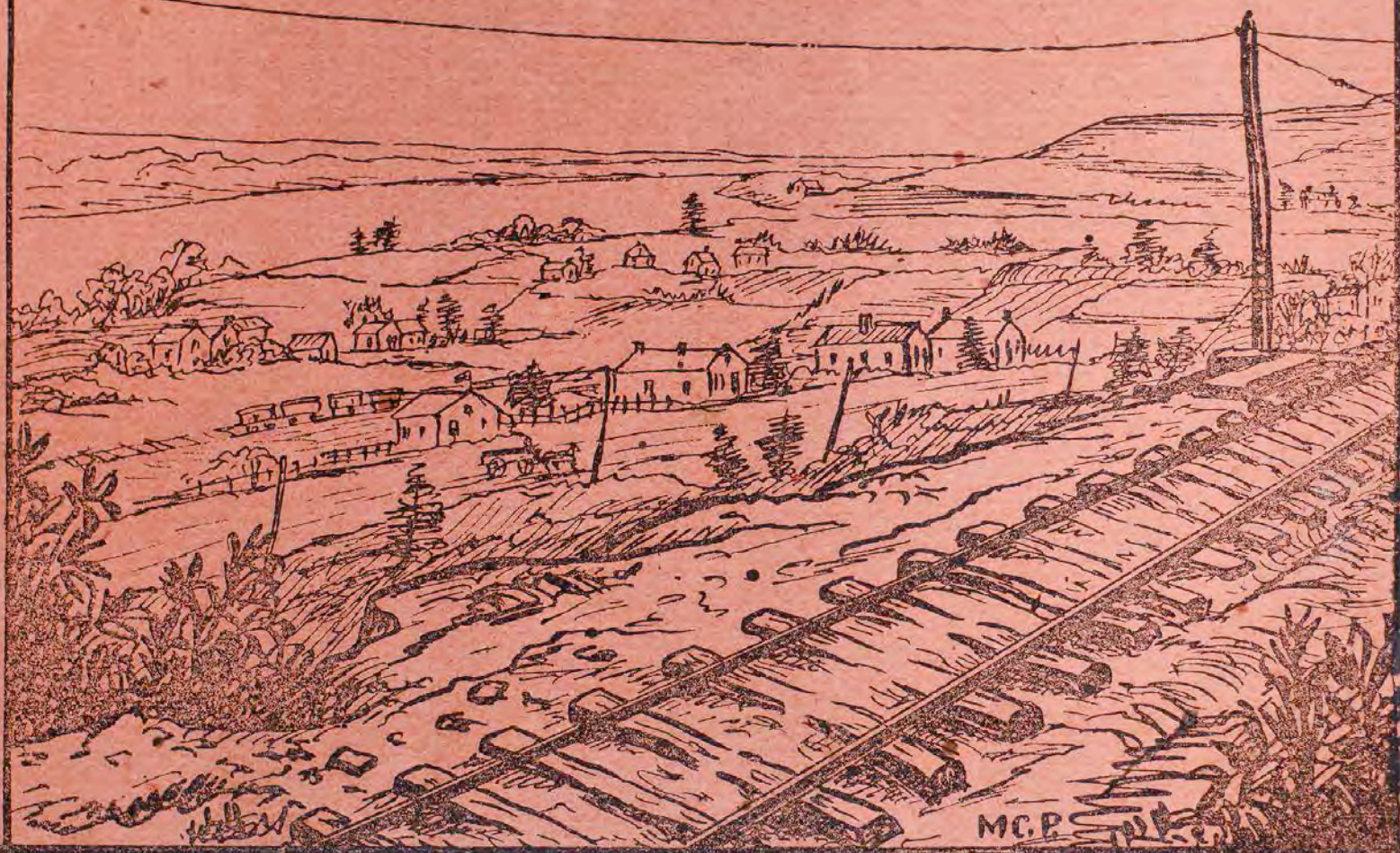
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Build up the body, build up the body! In our modern life, this should be dinned into the ears of all until it is obeyed, for, verily, unless we build up the body, the strain on the brain will ruin the American people. The very elements in ourselves that have made us great, the push, the drive, the industry, the keenness, the ability and the willingness to labor,—these contain in them the seeds of national death. No race may endure that has not the stamina and power of the healthy animal. The American race has run too much to brain.

CYRUS EDSON.

Where, in all the world, can be found purer, fresher air than on our beautiful range of Silver Hills? Of what avail can exercise be in an impure atmosphere? An atmosphere predominated by soot, smoke, carbonic acid gas, filth and dust of all imaginable substances, stench of all ages and degrees, malaria, etc. And if business compels you to breathe such an atmosphere why should wife and children, and why should you at night and in your leisure hours, when the Knobs, with air undefiled, are so near and accessible?

The moral is obvious—consult Philip Helfrich, South-east corner of Spring and Bank streets, New Albany Ind., for best locations.



VIEW ON NEW ALBANY HIGHLAND RAILROAD.

SILVER HILLS PLAT

THE MOST ATTRACTIVE SITE FOR RESIDENCES
IN THE UNITED STATES
GRANDEST VIEWS—INCLUDING ALL THE FALLS CITIES.
ELECTRIC CARS, ELECTRIC LIGHTS, NO CITY TAX.
PURE AIR, LARGE LOTS, & MANY OTHER ADVANTAGES.
35 MINUTES TO LOUISVILLE.

